

**Hartmut Wimmer:**

Founder and CEO of Outdooractive, is one of the pioneers in the digitalization of outdoor tourism with over three decades of experience. In 1994, he founded his own engineering and architectural firm for the planning of tourism infrastructure. As a digital pioneer, for more than 20 years he has been pursuing the ambitious goal of building the world's digital travel guide with the Outdooractive platform. Sentences like "that's not possible" have a magical appeal for him and he keeps pushing the boundaries of what is possible. He developed digital maps before there was Google Maps, smartphone apps before there was the iPhone, data before there was open data and software-as-a-service products before the term even existed. Hartmut has also been a lifelong pioneer in all the new alpine sports such as sport climbing, ski touring, paragliding and mountain biking, and brings his vast experience to the development of the world's most innovative outdoor platform every day. In addition, he takes also responsibility beyond the business and has founded the non-profit organization "Digitize the Planet" for the digitalization of nature conservation, as well as the non-profit organization "European Trails" to support volunteer trail managers.